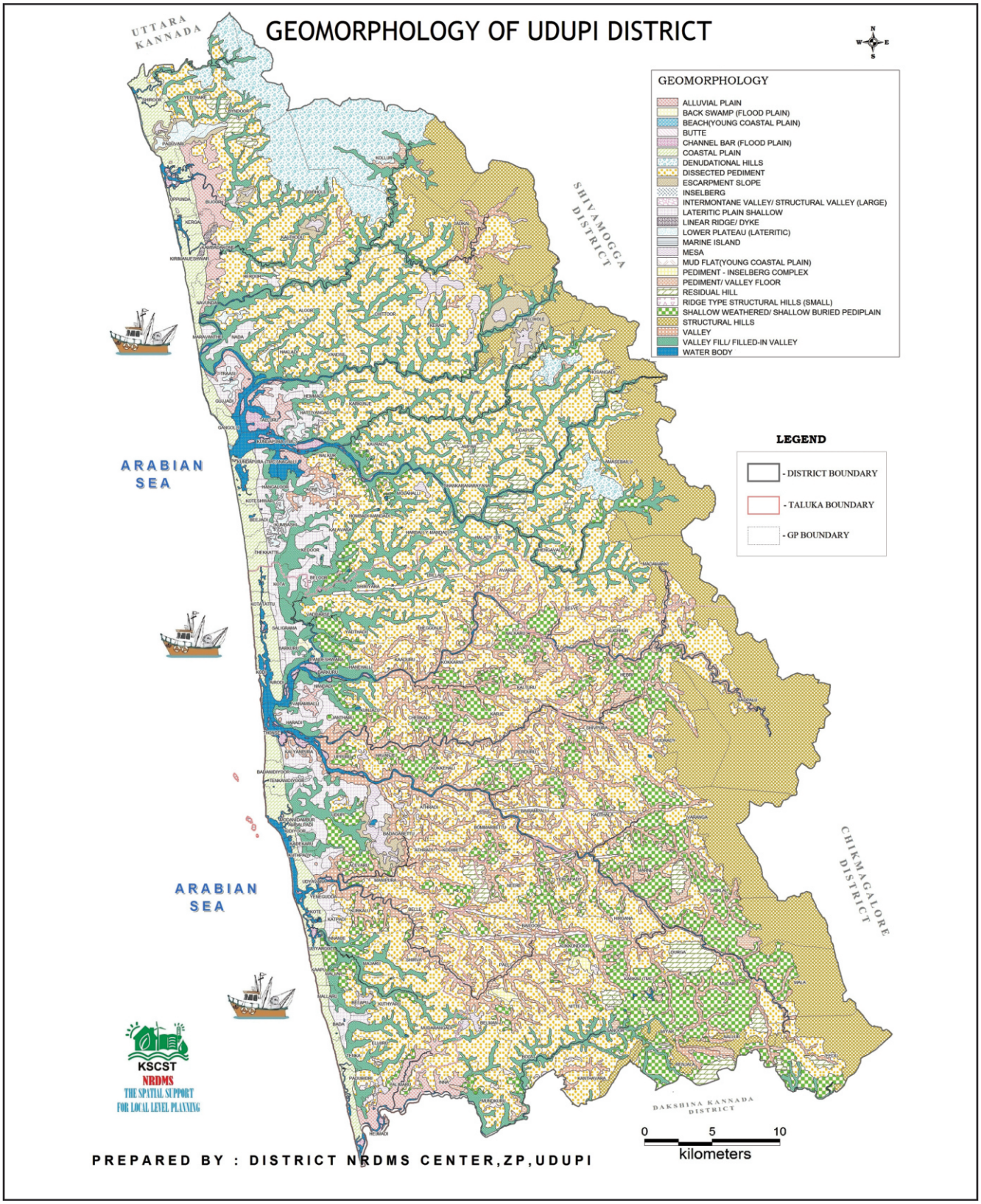
Chapter 2
District Overview



DISTRICT ADMINISTRATIVE OFFICE COMPLEX, RAJATHADRI, MANIUPAL


GEOMORPHOLOGY OF UDUPI DISTRICT
UTTARA KANNADA
SHIVAMOGGA DISTRICT
CHIKMAGALORE DISTRICT
DAKSHINA KANNADA DISTRICT
ARABIAN SEA
ARABIAN SEA
GEOMORPHOLOGY
ALLUVIAL PLAIN
BACK SWAMP (FLOOD PLAIN)
BEACH(YOUNG COASTAL PLAIN)
BUTTE
CHANNEL BAR (FLOOD PLAIN)
COASTAL PLAIN
DENUDATIONAL HILLS
DISSECTED PEDIMENT
ESCARPMENT SLOPE
INSELBERG
INTERMONTANE VALLEY/ STRUCTURAL VALLEY (LARGE)
LATERITIC PLAIN SHALLOW
LINEAR RIDGE/ DYKE
LOWER PLATEAU (LATERITIC)
MARINE ISLAND
MESA
MUD FLAT(YOUNG COASTAL PLAIN)
PEDIMENT - INSELBERG COMPLEX
PEDIMENT/ VALLEY FLOOR
RESIDUAL HILL
RIDGE TYPE STRUCTURAL HILLS (SMALL)
SHALLOW WEATHERED/ SHALLOW BURIED PEDIPLAIN
STRUCTURAL HILLS
VALLEY
VALLEY FILL/ FILLED-IN VALLEY
WATER BODY
LEGEND
- DISTRICT BOUNDARY
- TALUKA BOUNDARY
- GP BOUNDARY
KSCST
NRDMS
THE SPATIAL SUPPORT FOR LOCAL LEVEL PLANNING
0 5 10
kilometers
PREPARED BY : DISTRICT NRDMS CENTER,ZP,UDUPI

District Overview

Chapter 2

2.1 Introduction

Udupi district is one of the thirty districts in the Karnataka state with three taluks namely Udupi, Karkala and Kundapura.Udupi city is the District Head Quarters. Located between the foothills of Western Ghats in the east and Arabian Sea in the west, Udupi is one of the three coastal districts in the state. Along its southern border lies Dakshina Kannada district; Uttara Kannada is to the north and Shivamogga and Chikkamagaluru to the east, while Arabian Sea forms its western boundary. The district is located at a distance of 422 km from state capital Bangalore and 60 km from Mangalore, state's main port city.

Udupi district constitutes a part of Tulu Nadu along with the neighboring Dakshina Kannada.It is believed that the name Udupi was derived from the Tulu name 'Odipu'. Kannada, Tulu and Konkani are the main languages in the district.Udupi isknown for its temples, beaches, Udupi Hotels and Udupi cuisine. It is also considered the cultural and spiritual capital of Karnataka. Administratively, the district has 248 villages, 146 GPs, one city municipality (Udupi city), two town municipalities (Karkala and Kundapura cities) and one town panchayat (Saligrama town).

This chapter presents a brief overview of historical, geographical, demographic and socio-economic features of the district to set the contextual back-drop for the district's Human Development Report. It also provides a brief overview of development potential and problems of the district.

2.2 Background and Brief Regional History

Udupi district has a long history and cultural heritage. Enough evidences are available to prove that there existed a civilization in this district from pre-historic days. It was, originally, considered as a part of Parashuram Srishti. From 4th century onwards, many dynasties ruled and played key roles in bringing about a variety of socio-cultural and economic transformations in the district. The earliest dynasties that ruled the district, as per the recorded history, were Alupas and Hoysalas. In the eighth century the district witnessed the birth of Advaitha philosophy of Shankaracharya and in twelfth century, Dwaitha philosophy of Madhwacharya. With the establishment of Vijayanagar Empire in the early 14th century,it became a part of their kingdom and was known as Tulu Nadu along with Dakshina Kannada district. During the rule of Vijayanagar, the culture of other regions influenced and fused with the local Tuluva culture.After the ruin of Vijayanagar kingdom, the reign by Keladi kings lasted up to 18th century A.D.

Portuguese were the first Europeans who entered the erstwhileSouth Kanara district in the beginning of 16th



Udupi Temple Festival

century. The present Udupi district was a part of South Kanara district.Between 1763 AD and 1799 AD, South Kanara district was under the Mysore rule of Hyder and Tippu Sultan. With the defeat of Tippu, South Kanara districtcame under British rule and became a part of Madras Presidency. During British rule, the Christian Missions were actively involved in education, health and social services and contributed to the socio-economic development of the district. With the formation of linguistic states in 1956, South Kanara district wasmerged with Karnataka state and named as Dakshina Kannada district.Until 1997, the present Udupi district was a part of the combined Dakshina Kannada (D.K.). In August 1997, for administrative reasons, it was separated from D.K. with three taluks: Karkala, Udupi and Kundapura.

Udupi has, historically, evolved its own distinct indigenous cultural traditions. Important among them are:Naga-aradhane(snake worship), Bootha-aradhane (spirit worship) Kambla (Buffallo Race and Yakshagana (classical folk dance). They are part of Tulu culture. Innumerable festival celebrations and folk culture like Paryaya, Nagamandala/Dakke bali/ Ashlesha bali,) and Bhuta Kolas/Nema provided community participation and social entertainment and thereby contributed towards social cohesion, harmony and solidarity amongst communities[2]. The Yakshagana combines dance, music, dialogue, costume, make-up and stage technique with distinct style and form. It mainly presents the events of epics like Ramayana, Mahabharata and other historical events. It contributed a great deal to moral education and musical, dramatic and communication skills of the people. Jain, Christian and Muslim cultures evolved historically also played significant role in developing the religious and cultural diversity.

2.3 Physiographic Division of the District

The total geographical area of the district is 3575 square km, which constitute about 1.86 percent of the total geographical area of the state (Table 2.1). Geographically, Kundapura is the largest taluk with 1561 sq.kms (44 per cent), followed by Karkala, 1076 sq.kms (30 percent) and Udupi is the smallest, 928 sq.kms (26 percent). The district comprises of three distinct physiographic regions: coastal belt, midland plain terrain and malnad. The narrow stretch of coastal tract consists of western parts of Kundapura and Udupi taluks with a coastal belt of about 98 kmcomprising beaches, spits and creeks, and backwater swamps. The midland part between Western Ghats and the coast which constitutes more than 50 percent of geographical area, is upland plain terrain intercepted with forested low hilly topography with

[2]Paryaya is the handing over ceremony of the right of worshipping Lord Krishna from one Swamiji of Asta Mata to another, normally held in January every alternative year. Nagamandala, Dakke Bali and Aslesha Bali are festivals of Nagaradhane for worshipping Lord Subrahmanya. Kambla is he-buffalo race. Bhuta Kola/Nema are festivals of Bhutaradhane.

Table 2.1
Taluk-wise Geographical Area and Rainfall

Taluks/ District	Geographical Area (sq.kms)	Share in the District (per cent)	Rain Days	Normal Rainfall (mms)	Actual Rainfall 2011
Karkala	1076	30.18	134	4827	5341
Kundapura	1561	43.79	115	3788	4370
Udupi	928	26.03	117	3930	4456
District	**3565**	**100.00**	**122**	**4182**	**4722**
State	**191791**	**1.86**		**1150**	**1144**

Source: Udupi District at Glance: 2011-12
Note: Normal rainfall 1941 to 1990.

valleys. The upland malnad region, consisting of eastern part of Kundapura and Karkala taluks is the Western Ghats forest area. The district has a large Western Ghats section with hills and thick forest cover accounting for 26 percent of total geographical area.

Udupi district has varied climatic zones. It is humid in the coastal region, cool in the ghat region and warm in eastern region. Humidity is as high as 78 percent during greater part of the year. The temperature ranges from 180 C in winter to 390 C in summer. There are four distinct seasons viz. rainy season from June to September, following withdrawal of monsoon, two months of warm and damp weather during October and November, a pleasant winter season between December and February and a hot and sultry summer season from March to May. The district is blessed with good rainfall from the south-west monsoon. Normal annual rainfall is about 4182 mm, which is the highest in the state.

2.4 Land, Soil and Natural Resource Endowments

Land utilization pattern in the district reveals that of the total geographical area of 3.56 lakh hectare (ha), the area under forest is one lakh ha (28 percent), area under cultivation, 1.00 lakh ha. (28 percent) and fallow land, 8829 ha (3 percent). The remaining 41 percent of the land is either not available for cultivation or uncultivable (Table 2.2). The district has one of lowest percentage of area under cultivation in the state. The net cultivated area in the district is 28 percent of geographical area as compared to state's 55 percent. Taluk-wise data on land utilizationshows that Kundapura has the highest forest area (40 percent) followed by Karkala (30 percent) and Udupi has lowest (5 percent). As against this, the proportion of net cultivated area is the highest in Udupi taluk (37 percent), followed by Kundapura (27 percent) and Karkala has the lowest (23 percent). The gross cropped area in the district is 1.18 lakh

Table 2.2 Land Utilization: 20011-12
(Hectares. Figure in bracket percentage)

Taluks	Geographical Area	Forest	Land not available for cultivation	Other Uncultivated Land	Fallow Land	Net Cultivated area	Gross cropped area
Karkala	107586 (100.00)	32811 (30.50)	9164 (8.52)	36800 (34.20)	4475 (4.16)	24336 (22.62)	28389
Kundapura	156062 (100.00)	62605 (40.12)	22765 (14.59)	27538 (17.64)	1345 (0.86)	41809 (26.79)	49117
Udupi	92798 (100.00)	4686 (5.05)	19542 (21.06)	31578 (34.03)	3009 (3.24)	33983 (36.62)	40378
District	**356446 (100.00)**	**100102 (28.08)**	**51471 (14.44)**	**95916 (26.91)**	**8829 (2.48)**	**100128 (28.09)**	**117884**
State	**19049836 (100.00)**	**3071833 (16.12)**	**2173931 (11.41)**	**1614677 (8.48)**	**1785288 (9.37)**	**10404107 (54.62)**	**12873308**

Source: Annual Season Crop Report: 2009-10, DES.

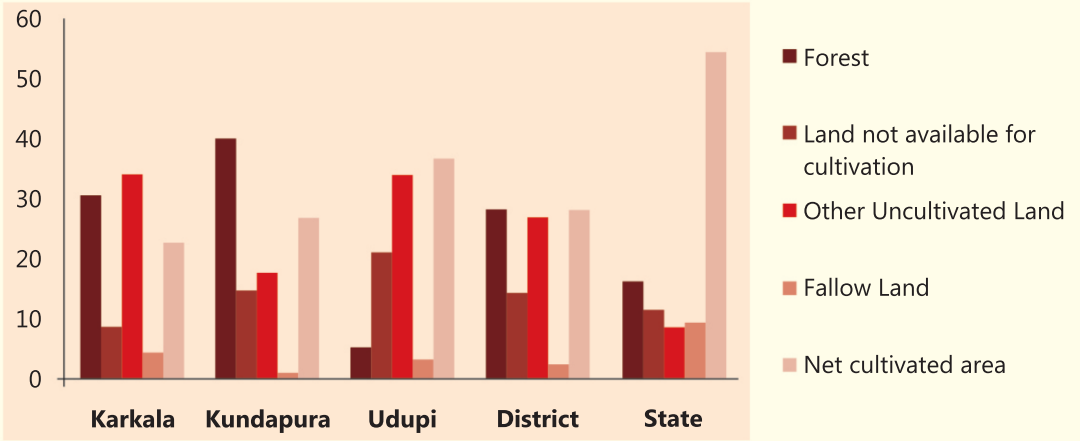
ha. The cropping intensity works out to 1.18. The low cropping intensity is mainly due to lack of irrigation facilities.There is no much inter-taluk difference in the cropping intensity.

Soil structure of the district contains three types: sandy alluvium soil, yellow loamy soil and red lateritic soil, which are acidic in nature. The sandy soils are confined to coastal belt having width ranging from less than 100 meter to about one km. The fine to medium texture sandy soils characterized by high rate of infiltration is good for ground water recharge. Yellow loamy soils, which are mostly found along river banks and lower valleys, are fertile and well suited for irrigation. They are also used for tile industries. The red lateritic soils are the main soil type in midland area. The texture of the soils varies from fine to coarse depending on location. The soils in the valleys are rich in loam whereas in upland plains they are coarse type. The soil in general is acidic due to heavy run-off, but rich in nitrogen and deficient in potassium and phosphorous.

The district is blessed with many rivers, which take birth in the foothills of Western Ghats, flowing westwards and joining the Arabian Sea. Important rivers of the district include: Seetanadi, Swarnanadi, Shambhavi, Chakra, Varahi (Haladi) and Gangolli. These rivers are perennial during normal rainfall years. There are many other minor rivers, tributaries and streams. They normally become dry during summer. In spite of many rivers, the district has one of the lowest net irrigated areas in the state.

Overshadowed by the Western Ghats in the east and Arabian sea in the west, the district has got many biospheres and genetic diversity. The Western Ghats Mountains have thick forests and vegetation and are rich in biodiversity.

Chart No 2.1
Land Utilization - District and State: 2011-12



It is a treasure house of flora and fauna and medicinal plants. It has also falls such as Teethe Falls, and Barakana Falls and Someshwara Wild life Sanctuary and Mookambika wild life sanctuary. The district has 90km long coastal belt which provides good scope for fisheries in Udupi and Kundapura taluks.The coastal belt has a large number of wetlands, backwaters, estuaries and creeks, mangroves, salt marshes and lagoons. Malpe, Kaup, Thrasi and Maravanthe beaches are well known and have good tourism potential. St. Mary's island has unique basalt rock formations and is a place of natural beauty. The district has also endowed with various mineral resource potentials. Iron-ores in Kerady of Kundapura Taluk, silica in Kaup, Moolur and Hejmady and aluminum reserves in Madalpare of Byndoor have been traced but not commercially exploited. Laterite and granite stones are available all across the state.

2.5 Demography

As per 2011 census, the total population of Udupi district is 11.77 lakh, of which 5.62 lakh were males and 6.15 lakh females. The population of Udupi district has increased by 65118 persons during the decade 2001-11 and in terms of percentage; it has registered a decadal growth of 5.8 percent (Table 2.3). The decadal growth rate of population of the district hasrecorded declining trendfrom 1981-1991 onwards; it declined from 9.4 percent to 7.1 percent during 1991 - 2001 and to 5.8 percent during 2001-11. The decadal growth of population is lower than state average of 15.7 percent. The district has one of the lowest decadal population growth rates in the state. Taluk-wise, Udupi taluk has the highest population (5.63 lakh), followed by Kundapura (3.98 lakh) and Karkala (2.16 lakh). The decadal growthin population in Udupi

Table 2.3
Growth of Population in Udupi District

Taluk	1991 (No.)	2001 (No.)	2011 (No.)	Decadal Growth (Percent)	
				1991 -2001	2001 -2011
Karkala	190660	205598	216091	7.83	5.10
Kundapura	351673	377420	398471	7.32	5.58
Udupi	495766	529225	562799	6.75	6.34
District	**1038099**	**1112243**	**1177361**	**7.14**	**5.85**
State	**44977201**	**52850562**	**61095297**	**17.51**	**15.60**

Source: Census 1991, 2001 and 2011

Taluk is the highest (6.34 percent) followed by Kundapura (5.6 percent) and Karkala has the lowest one (5.1 percent). The populationdensity of the district works out to 330 per sq.km as against the state population density of 319. Udupi taluk has thehighest population density (607 per sq. km) and Karkala the lowest (201 per sq. km). Kundapurahas a density of 256 per sq. Kim.

Table 2.4 shows the gender composition of the population in the district. During the decade 1991-2001, the growth of male population increased by 7.4 percent, female population witnessed 6.9 percent during 1991-2001. As against this, the decadal growth in 2001-11 for male population works out to 7.6 percent and for female, 4.3 percent. Consequently, sex ratio which declined marginally from 1134 in 1991 to 1030 in 2001, declined significantly to 1094in 2011. Comparative male-female ratio of the state is 1000:973 in 2011. The sex ratio in Udupi district is still the highest in the state. However, the recent significant decline in the sex

Table 2.4
Gender Composition of Population in Udupi District

Taluks	1991			2001			2011		
	Male (No.)	Female (No.)	Sex Ratio	Male (No.)	Female (No.)	Sex Ratio	Male (No.)	Female (No.)	Sex Ratio
Karkala	88450	102210	1156	96755	108843	1125	103591	112500	1086
Kundapura	163331	188342	1153	174455	202965	1163	187586	210885	1124
Udupi	234628	261138	1130	251021	278204	1108	270954	291845	1077
District	**486409**	**551690**	**1134**	**522231**	**590012**	**1130**	**562131**	**615230**	**1094**
State (lakh)	**229.52**	**220.25**	**960**	**268.99**	**259.52**	**965**	**309.67**	**301.29**	**973**

Source: Census 2011. Sex ratio: female population per 1000 male population.

ratio accompanied by decline in child (0 – 6) sex rate from 958 to 955 is an area of concern. The children in the age group of 0 – 6 also declined from 114581 in 2001 to 103160 in 2011, accounting for decline of 10 percent during the decade. Taluk-wise, Udupi taluk has the lowest sex ratio (1000:1077) and Kundapura has the highest (1000:1124). The male-female ratio of Karkala is 1086.

The taluk-wise rural and urban composition of the population is shown in Table 2.5. Out of 11.77 lakh population in the district, the rural population is 8.43 lakh (71.6 percent) and urban population, 3.34 lakh (28.4 percent). The share of rural population has declined from 81.5 percent in 2001 to 71.6 percent in 2011 and the share of urban population increased from 18.5 percent to 28.4 percent. In absolute numbers, the rural population declined by 62590 and the urban population increased by 127708 during this decade. This accounts for the decline in rural population by 7 percent, while in the case of the urban population an increase of 62 percent.In spite of the significant increase in urban population, the percentage share of urban population in the district is significantly lower than the urban population share in the state, which is 38.7 percent.Taluk-wise, Udupi has the highest percentage of urban population (46.3 percent), followed by Karkala (15.1 percent). Kundapura has the lowest (10.2 percent) urban population. The percentage increase in urban population is the highest in Udupi taluk (70.8), followed by Kundapura (42.3). Karkala taluk accounts for 30 percent increase in urban population during 2001 and 2011. The sex ratio is 1114 in rural area compared to 1046 in urban area. Taluk-wise, Kundapura has the highest sex ratio of 1132 in rural areas as compared to 1108 in Udupi and 1092 in Karkala taluks. Hindus account for about 84 percent of the population, followed by Muslims, 11 percent and Christians, 4 percent.

Table 2.5
Rural-Urban Population: 2011

Taluks	Rural			Urban			Share of Population (percent)	
	Male	Female	Total	Male	Female	Total	Rural	Urban
Karkala	87681	95729	183410	15910	16771	32681	84.9	15.1
Kundapura	167859	189939	357798	19727	20946	40673	89.8	10.2
Udupi	143307	158785	302092	127647	133060	260707	53.7	46.3
District	**398847**	**444453**	**843300**	**163284**	**170777**	**334061**	**71.6**	**28.4**
State	**118929354**	**18539981**	**37469335**	**12037303**	**11588659**	**23625962**	**61.3**	**38.7**

Source: 2011 Census

Udupi district has the lowest percentage of schedule caste (SC) population in the state. As against the state percentage of 17.2 percent SC population, the district has only 6.4 percentage SC population. Even in the case of schedule tribe (ST) population, the district has 4.5 percent as compared to state's 7 percent (Table 2.6). The decadal growth during 2001-11, in the case of SC population works out to 11.4 percent and for ST population, 27.1 percent as compared to decadal growth of 5.9 percent of total population.The respective decadal growth rates in the state are 22.3 percent and 22.7 percent. It is important to note that while in the case of SC population, there was a decline in decadal growth from 15.5 percent in 1991-2001 to 11.4 percent in 2001 – 11, there was a significant increase in the decadal growth of ST population from 0.6 percent to 27 percent.Though, Karkala taluk has the highest percentage of SC population in total population (9.2), in absolute number, Udupi has the largest number of SC population (32843), which constitutes 44 percent of the total SC population in the district. Similarly, Karkala taluk has the highest percentage of ST population (5.6), Udupi taluk has the largest number of ST population (49 percent).The sex ratio for SC population works out to 1039 and for ST population, 1017. It is comparable to sex ratio of 1094 for the district population as a whole. At the state level, the sex ratio for SC population is 989 and for ST population 990. Nearly 74 percent of SC and 79 percentof ST live in rural areas and 26 percent and 21percentrespectively in urban areas.

Table 2.7 sets out taluk-wise occupational distribution of workforce in the district. The workforce constitutes 44 percent of the total population in the district.

During 2001 and 2011, the total workforce of the district has increased from 4.88 lakh to 5.13 lakh. The decadal growth in workforce works out to five percent. While the male workers constitute 60 percent of total male

Table 2.6
SC and ST Population in Udupi District:2011

Taluks	Scheduled Caste (Number)			Share in Total	Scheduled Tribe (Number)			Share in Total
	Male	Female	Total	(Percent)	Male	Female	Total	(Percent)
Karkala	9840	9987	19827	9.18	6095	5996	12091	5.60
Kundapura	11151	11608	22759	5.71	7214	7505	14719	3.69
Udupi	15997	16846	32843	5.84	12919	13168	26087	4.64
District	**36988**	**38441**	**75429**	**6.41**	**26228**	**26669**	**52897**	**4.49**
State	**5264545**	**5210447**	**10474992**	**17.15**	**2134754**	**2114233**	**4248987**	**6.96**

Source:2011 Census

population, the percentage share of female workforce in total female population is only 29. The work participation rate of male population increased from 55 percent in 2001 to 60 percent in 2011, whereas, in the case of female work participation, there is a decline from 34 percent to 29 percent during the same period. The composition of workforce shows that 89 percent of workers constitute main workers and 11 percent, marginal workers. Among male work force, 92 percent are main workers and eight percent marginal workers. As against this, the main workers in female work force are 84 percent and marginal workers, 16 percent. Thus, the proportion of marginal workers in female workforce is almost double of the proportion of male marginal workers in the total male workforce. The occupational structure shows urban trends in rural employment, more workers are engaged in non-farm employment. The cultivators constitute 12 percent of workforce and agricultural laborers 12 percent. Only two percent of the workers are in household industries. The remaining 73 percent are in other employment.

2.6 Literacy

The literacy rate in the district is 86.24 percent as against the state average of 75.6 percent. It has increased from 81.25 percent in 2001. Next to Dakshina Kannada, the district has the highest literacy rate in the state. The literacy rate among males is 91.41 percent and among females 81.58percent. In rural areas, the literacy rate is 83.9 percent and urban areas 92.1 percent. In rural areas 89.8 percent of males and 78.6 percent of females are literates, whereas in urban areas, male and female literacy rates are 95.2 percent



Mechanised Paddy Transplantation

Table 2.7
Taluk-Wise Occupational Distribution of Work Force -2011
(Number. Figures in bracket percentages)

Taluk	Agricultural Workers		Household Workers	Other Workers	Total
	Cultivators	Agricultural Laborers			
Karkala	15438 (14.68)	9569 (9.10)	1866 (1.77)	78318 (74.45)	105191 (100.00)
Kundapura	26237 (15.83)	31042 (18.72)	2608 (1.57)	105892 (63.88)	165779 (100.00)
Udupi	21468 (8.86)	22779 (9.40)	6106 (2.52)	191918 (79.22)	242271 (100.00)
District	63143 (12.30)	63390 (12.35)	10580 (2.06)	376128 (73.29)	513241 (100.00)
State	6580649 (23.61)	7155963 (25.67)	913227 (3.28)	13222758 (47.44)	27872597 (100.00)

Source:2011 Census

and 89.2 percent respectively. Taluk-wise, Udupi has the highest literacy rate (89.3 percent) followed by Karkala (86.7percent). Kundapura's literacy rate is 81.6 percent, which is less than district average literacy rate. Even rural and urban comparison reveals that Kundapura has lower literacy rates than district average both for male and female population. An in-depth analysis of literacy and education status in the district is carried out in Chapter 4.

2.7 Agriculture and Irrigation

Agriculture and allied activities are the backbone of the district's rural economy, where the majority of the population lives. In the coastal area, fishing is the main occupation. Agriculture and allied activities contributes 17 percent to district GDP. Agro-ecologically, the district has three zones: coastal plain, midland plains and Western Ghats area.During 2011-12 crop years, the net cultivated area was 100128 ha and gross cropped area, 117884. The cropping intensity works out to 1.18, which is one of the lowest in the state. The district has no any major and medium irrigation projects. Consequently, irrigated area constitutes 30 percent, which is mainly through wells, tanks and check dams. Kundapura has minimum net irrigated area. Varahi irrigation project, which was launched ten years ago, is not yet operational.

The crop production in the district is mainly concentrated on paddy. During the crop year 2011-12, total area under paddy was 55332 ha. Paddy crop was mainly raised during Khariff - the rainy season. In rabi season, the area brought under cultivation is only 7275 ha as against khariff cropping area of 48057 ha.Pulses grown are black gram, horse gram, green gram, cowpeas. The area under pulses was 5374 ha. Groundnut is the only oilseed grown in the district. It was grown in an area of 2050 ha. Paddy accounts for nearly 47 percent of the total gross cropped area, followed by pulses (4.6 percent) and oilseeds (1.8 percent).The area under food grains is steadily declining mainly due to high cost of cultivation and labor scarcity. The area under paddy cultivation has declined from 69892 ha in 199-00 to 55332 ha in 2011-12. The area under pulses witnessed a decline from 11759 ha to 5374 ha during this period. Sugarcane, which was grown once in about 2000 ha, is now abandoned with the break-down of Brahmavar sugar factory.

The area under food grains is steadily declining mainly due to high cost of cultivation and labor scarcity.

The district has substantial acreage under plantation crops (38 percent), mainly coconut (17480 ha.), cashew-nut (19785 ha.), arecanut (7403 ha.), rubber (4622ha.) and fruits (4541 ha). Other horticultural crops grownin the district arevegetables, spices and flowers (2193 ha). Major fruits grown are Mango, Banana, Pineapple, sapota, lemon and Guava. Among flower cultivation, Jasmine is the main.The area under the plantation and horticulture crops also in recent years witnessed stagnation. There is no any food processing industries in the district.

The district has 2 lakh farmers. Most of them (79 percent) are marginal farmers with land-holding less than 1ha (Table 2.8). Land-holding pattern in the district in the table indicates that the marginal farmers with less than one ha own 34 percent of the land area. Small farmers with 1to 2 ha constitute 13 percent of farmers and own 23 percent of land. Marginaland small farmers, together, account for 92 percent of farming community. The medium and large farmers with above 2ha, on the other hand, form 8 percent of farming community and own 42 percent of the land area cultivated. The average size of land-holding works out to 0.74 ha.

Considering the agro-climatic and physio-geographic conditions, Udupi district was, once, declared as a district not favourable for development of animal husbandry activities. However, the situation has recently changed. As cropping is becoming unviable, small and marginal farmers and other weaker sections of the rural community have accepted dairy farming as a viable option for their livelihood. The district has now 2,47,827 local cows and 96317 cross-bred cows. The milk collection is more than one lakh litre per day. The Karnataka Milk Federation operates a dairy unit at Mangaluru with a processing capacity of milk up to 2 lakh litres per day. There are also two private milk processing units in the district. As against the white revolution in milk production, meat production in the district is very negligible, the lowest in the state. In spite of growing demand, the progress in poultry, goat and sheep rearing and piggery in the district is very negligible. Except a few commercial poultry, there is no expansion in the poultry sector. Traditional backyard poultry keeping is also declining. The district is depending on other districts for supply of goat meat and poultry products.

The district has 98 km. long coastal belt, which provides good scope for fisheries in Udupi and Kundapura taluks. There



Diary

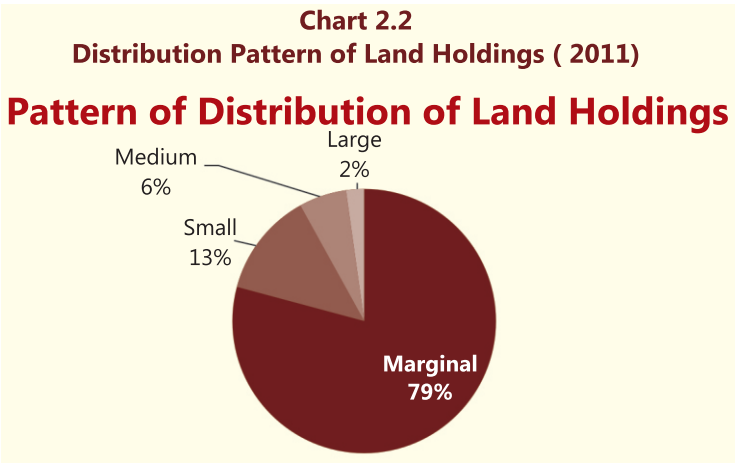
The district has 98 km. long coastal belt, which provides good scope for fisheries in Udupi and Kundapura taluks.

Table 2.8
Distribution Pattern of Land Holdings: 2011

Size of Land Holding (ha)	Number	Percent	Area (Ha)	Percent
0 - 1	158750	79.18	51551	34.46
1 – 2	25316	12.63	34886	23.32
2 – 4	11856	5.91	31783	21.25
4 – 10	4113	2.05	22952	15.34
Above 10	450	0.23	8445	5.63
Total	200485	100.00	149617	100.00

Source:2011 Census

Chart 2.2
Distribution Pattern of Land Holdings (2011)



are around 64 fishing villages with 31364 fishing families. Out of 45551people involved in fishing, 16445 are women. Malpe and Gangolli are the two major fishing harbors in the district. Besides these harbors, there are three fishing jetties at Hejmady, Kodibengre and Shiroor and 10 landing centres spread throughout the coastal belt. Fishing is mainlydone by using 70 purse-seiners, 1140 mechanized trawlers, 2998 gillnetters and 1811 traditional boats. The district has 13 cold and frozen storages and 74 ice plants.

The annual fish production during 2011-12 was 107795 metric tons valued at Rs.549 crore (Table 2.9).Fish catch of the district accounts for about one-third of the total fish production in the state. Since the district has heavy rain fall, a number of tributaries and backwaters provide goodscope for inland fishery. Inland fishery is now undertaken mainly in tanks and streams. Prawn cultivation is also undertaken in about 125 ha ponds using backwaters. During 2011-12, the district has produced 1670 metric tons of fresh water fish and 96 metric tons of brackish water shrimp.



Goat Rearing

2.8 Industry

Udupi, along with Dakshina Kannada district, was historically and internationally known for tile and cashew-nut processing and exports. Another most popular traditional industry was beedi rolling. The tile and beedi industries are now losing importance due to declining demand. The cashew-nut processing is still pre-dominant industry in the district. Nearly 54 cashew processing units are now operating and exporting their products. There is good scope for expansion of cashew production and processing industry in the district. At present, the cashew-nut processing units depends on nearly import of 50 percent of their raw cashew nut requirement from African countries. The district registered good progress during 1990s in small scale and medium manufacturing industries. It has established three industrial estates, one in Manipal and other in Kundapura

Table 2.9
Marine Fish Production and Value

Year	Quantity(tons)	Value(Rs. Lakh)
2008-09	98217	32429.98
2009-10	99422	35723.03
2010-11	117804	47152.23
2011-12	107795	54850.30

Source: Department of Fisheries, Udupi District.

and Karkala. 13 medium scale and 7398 small scale industrial units registered were operating in these estates. Important among them were agro-processing which include cashewnut processing, rice mills, coconut powder units, fish processing fish meal and fish oil units fishnet manufacturing, readymade garments and ice block manufacturing. With the industrial recession, most of them are in bad shape. The Brhmavara Sugar Factory is now non-functional, which adversely affected both agricultural and industrial growth in the district.

As on 31st March 2012, thirteen large and medium scale units and 9454 small scale units were registered and operating in the district (Table 2.10). They include industrial casting, printing, rice mills, coconut powder units, fish canning and processing, fish meal and fish oil units, fish net manufacturing, printing units, granite units, readymade garments, chemicals auto parts and units block manufacturing etc. They employ about 64634 people. Some of the small scale industries set up are now in bad shape and some are closed down due to non-availability of raw materials and competition. The sugar factory in Brahmavar is also non-functional, which adversely affected both agricultural and industrial growth in the district.

The major information technology companies operating in the district are Robosoft Technologies, Manipal Dot-net private Ltd., Zeta Cyber Solution Private Ltd., Karnataka Micro Electronic Design Centre and Endeavour Soft Tech Private Ltd. Software Technology Parks of India (STPI) has set up an earth station at Manipal for 24 hours high speed satellite data communication. There is a good scope for establishment of software technology parks in the district. The district has potential for minerals and ores exploitation. They include silica, calcium, ordinary sand, laterite and granites. With the presence of Konkan Railways and commissioning of turbine manufacturing by Suzlon Wind International Ltd. and power plant by Udupi Power Corporation Ltd. at Nandikur, the district is expected to trigger development in downstream industries. Box 2.2 summarizes strength, constraints and opportunities for industrial growth in Udupi district.

The main strengths, constraints and prospects for accelerating growth in agriculture and allied activities are summarized in Box 2.1.

Box 2.1: Agricultural Sector: Strengths, Constraints and Prospects

Strengths:

- District is located in coastal zone with an annual rainfall above 4000mm.
- District has many rivers and tributaries covering most of the areas.
- District has agro-climatic conditions well suited for horticultural and medicinal plants.
- District has vast forest land with high biomass and natural green fodder.
- Enterprising and educated farming community.
- District has Zonal Agricultural Research Station at Brhmavara and Fisheries College and Research Centre at nearby Mangalore.
- Active and well established NGO network.
- Well connected road and transport network and high penetration of banking facilities.

Major Constraints:

- Predominance of small/marginal farmers and fragmented and scattered land holdings.
- Mono-crop cultivation viz. paddy, which is labor intensive and at present yield non-viable.
- High cost of cultivation, labor scarcity and high labor wage made crop production unviable.
- Lack of irrigation and over-dependence on irregular monsoon rainfall.Soil erosion, low moisture retention and micro-nutrient deficit.
- Absence of processing and value additions.
- Migration of younger generations and dependence on old people.
- Absence of market infrastructure and well connected market link.

Prospects:

- Diversification into high-value and labor saving horticulture, dairy and goat enterprises.
- Completion of Varahi Project and Rehabilitation of sugar factory and promotion of labor saving sugarcane crop as cash crop.
- Increase cropping intensity and productivity by promotion of irrigation projects by building vented dams to rivers and setting up lift irrigations.
- Low-cost mechanization of farming operations to alleviate the problem of labor shortage.
- Value additions through agro-processing and contract farming initiatives.
- Improve rural infrastructure (roads, electricity, markets) for market linkages.
- With opening of international airport for export of flowers, fresh vegetables and fruits
- Development of both marine and inland fisheries and fish processing for value additions.

Table 2.10
Category-wise Industries in Udupi District
(As on 31st March 2012)

Type	Number	Investment (Rs.in lakh)	Employment (NO)
Food and Beverages	2872	28115	27443
Textile and Garments	1024	2295	4914
Wood and wood products	719	2511	3466
Printing and stationary	387	5684	2585
Leather and leather products	141	292	520
Rubber and Plastics	267	4134	2078
Chemical and chemical products	200	1702	1178
Glass and Ceramics	293	2556	2385
Metal and Metal products	413	3995	2342
Engineering and machinery	477	2394	2710
Electrics and Electronics	145	916	1711
Automobiles and Transport parts	54	638	888
Ferrous and Non-ferrous	715	2965	3551
Other services	1007	5081	3280
Miscellaneous	753	4070	5583
Total	**9467**	**67348**	**64634**

Source: Udupi Perspective Development Plan:2012 -17, DIC, Udupi

2.9 Infrastructure

Well-knit and well-connected motorable roads are the hall mark of Udupi district. Transport network within and outside the district is one of the best in the country. All villages are connected by all weather motorable roads. The total road length in the district is 11263 km (Table 2.11). The State Highways of 354 km length are well linked to major urban centres.

National Highway-66 and 169 pass through the district. Bajpe International Airport is 60 km from Udupi city and New Mangalore Port at 50kms distance. The broad gauge Konkan Railways passes through Udupi and Kundapura taluks and connects Kerala in the south, Uttara Kannada, Goa and Mumbai in the north. The district has minor ports at Malpe, Gangolli and Maravante. The district can also boast of well connected telecommunication facilities by BSNL and private mobile, landline and WLL



Robosoft Technologies

Box 2.2: Prospects and Constraints for Industrial Development

Strengths:

- High literacy level and availability of qualified skilled manpower (available if appropriate incentives provided).
- High enterprising nature of people.
- Good communication and transport networks.
- Wide net work of banking and financial institutions.
- Konkan Railway, International Airport and Port facilities nearby for export.
- Stock of indigenous origin industrialists in Bangalore and Bombay and NRI entrepreneurs.

Opportunities:

- To set up more industrial estates/zones with cluster development.
- To set up software and bio-technology parks in and around Udupi and Manipal.
- To establish agro-food processing park at Kundapura.
- To convert present chilling plant into milk processing plant at Manipal.
- To set up agri-export zone at Padubidri.
- To rehabilitate Brahmavar Sugar Factory.
- To expand cashew-nut processing for export with backward linkage to agriculture.
- To promote small scale and tiny rural based industries.
- To develop Malpe port.
- To promote fish processing for export.
- To promote ancillary small scale industries.
- To promote service sector based industries.

Constraints:

- Inadequate industrial estates/areas with necessary infrastructure facilities.
- Lack/shortage of industrial raw materials.
- Power shortage and irregular supply.
- Shortage of skilled and unskilled labour due to high out-migration.
- High humid and heavy monsoon rain.
- Environmental awareness and anti-industry mindset.

service providers. 2G service is veered throughout the district and 3G in selected areas. Broadband connectivity is available in all urban areas. All GPs are provided with internet facility. Every village has postal office. There are 103 telephone exchanges with 94977 telephone connections.

The district falls under Mangalore power circle and is managed by MangaluruElectricity Supply Company (MESCOM). The district gets electricity from Varahi and also from the main receiving station of Shivamogga. From Varahi, through 220KV line, electricity is supplied to Kemar centre and from Kemar, through 110 KV line, electricity is redistributed to other places. Likewise, from Shimoga, through 220 KV line, electricity is supplied to Halady and from there to other places through

Table 2.11
Road Network in the Udupi District (Km)

Category	Karkala	Kundapura	Udupi	District
National Highway	36	53	54	143
State Highway	13.95	141.8	77.96	353.71
Major District Roads	148.83	289.95	352.2	790.98
Municipality Roads	91.5	75	816.38	982.88
Forest Roads and others	-	80	9	89
Panchayat Roads	1814.82	3899.45	3188.65	8902.92
Total	**2225.1**	**4539.2**	**4498.19**	**11262.49**

Source: Udupi ZP. Forest roads include Irrigation Dept. roads of 9km in Kundapura.

110 KV line. There are 12 electric sub-stations in the district. All the villages in the district are electrified. The total electricity consumed during 2011-12 was 582.61 lakh units. Industry uses about 21 percent and irrigation uses 22 percent. The home consumption accounts for 36 percent. With the commissioning of Nandikur Thermal plant, electricity supply in the district is expected to improve.

Education infrastructure in the district is the cynosure of many. Most of the villages have more than three primary schools. There are 981 primary schools, 282 high schools, 89 pre-university colleges, 39 colleges and 10 professional colleges in the district. Manipal University in Manipal and Nitte education institutions are known education centres of excellence in medical and engineering in the country. Shri Madhwa Vadiraja Institute of Technology at Bantkal is the recent addition to this. Zonal Agriculture Research Centre at Brahmavar extends support to farmers with modern techniques and educates them on improved agricultural practices.

Udupi district is unique in the nation's banking map with the highest concentration of bank branches. There are 22 banks operating in the district with a network of 293 branches; out of which 136 are in rural areas. As against the national per branch population of 12000, the district has 4018 people per branch.

2.10 Regional Perspectives and Backwardness

Out of 30 districts, Udupi ranks 10th in total Gross Domestic Product (GDP) and 5th in per capita income in the state. The total income of Udupi district, with the total population of 11.77 lakh, is Rs.6533 crore as per the GDP estimate for 2010-11 at constant 2004-05 prices. The per capita income works out to Rs. 52463[3]. Its contribution to the state GDP works out to 2.4 percent. The

Out of 30 districts, Udupi ranks 10th in total Gross Domestic Product (GDP) and 5th in per capita income in the state.

district witnessed its share in state GDP decline from 2.6 percent in 1990-91 to 2.1 percent in 2005-06, but it increased to 2.4 percent in 2010-11 (Table 2.12). During the Tenth plan the district witnessed a lower average growth rate of 4 percent compared to the state average growth rate of 7 percent. However, during the Eleventh Plan period, the district witnessed revival of economic growth. As against the state average growth of 8 percent in GDP during Eleventh Plan period, Udupi district achieved an average growth rate of 16 percent per annum. The sector-wise trends in growth rates show that agricultural sector witnessed lower growth rate, while primary sector recorded higher growth rate compared to state average during the last five years[4]. The higher growth in primary sector was mainly in forestry, fishing and mining.

The major contribution for the overall growth in the district came mainly from the secondary and tertiary sectors. The primary sector contribution to district GDP declined from 30 percent in 2000-2001 to 17 percent in 2010-11 while the contribution of industry increased from 19 percent to 30 percent during the same period (Table 2.13). This is mainly due to commissioning of Suzlon and Nandikoor power plants. The service sector contribution, which significantly increased from 39 percent in 1990-91 to 55 percent in 2005-06, on the other hand, witnessed slight decline to 53 percent. The structural change observed in the sector-wise

Table 2.12
Sector-wise Annual Growth Rate (Percentage)

	Sector	2006-07	2007-08	2008-09	2009-10	2010-11	Average
Udupi	Agriculture	-4.4	9.6	-3.9	-4.3	12.0	1.8
	Primary	-5.7	21.6	26.8	-1.21	12.0	10.6
	Secondary	7.9	82.7	6.5	15.8	1.8	22.9
	Tertiary	4.8	46.1	11.5	4.5	8.0	23.1
	GDDP	3.0	50.5	12.6	3.6	10.0	15.9
Karnataka	Agriculture	-3.5	14.0	1.4	3.4	12.9	5.6
	Primary	-2.4	14.0	1.9	2.7	11.9	4.2
	Secondary	17.5	9.8	5.5	1.1	6.7	7.4
	Tertiary	10.5	13.8	9.8	8.2	9.1	10.3
	GSDP	10.0	12.6	7.1	5.2	8.9	8.4

[3] As per the district income and per capita income estimates made by the Directorate of Economics and Statistics in their 'Sector –wise Gross District Domestic Product at Constant prices.

composition of district GDP is almost similar to the one observed in state GDP.

Udupi along with Dakshina Kannada is known for the origin and growth of banking institutions, good branch network and rapid growth of transportation, communication and education facilities. The district has a higher percentage of educated middle class. Udupi Hotels are already known brands in hotel industry all over the country. Transport industry had prospered in the past as a result of mainly private initiatives. There are a number of private transport companies operating in the district now. In the field of education, every taluk in the district has more than two or three colleges. Manipal University and Nitte Education Trust have higher education centres in major disciplines in Manipal and Nitte. Therefore, the scope for increasing the contribution of service sector to GDP growth is very bright in the district in near future. Udupi district has, although, made remarkable progress in many fields, it is still a long way to catch up to reach developed district status. In the agricultural sector, the district has good rainfall, many rivers for irrigation exploitation, enterprising and educated farming community, good scope for agricultural diversification and value addition. The growth in agricultural sector is, however, decelerating. It is presently plagued with a number of problems; inter alia mono-crop culture, high cost of cultivation, low yields, acute shortage of labor, limited scope for diversification and lack of processing facilities and low value addition. The Karnataka Agricultural

The growth in agricultural sector is, decelerating. It is presently plagued with a number of problems; inter alia mono-crop culture, high cost of cultivation, low yields, acute shortage of labor, limited scope for diversification and lack of processing facilities and low value addition.



Kudlu Theertha Falls

Table 2.13
Change in sector-wise Composition of GDP (percentage)

	Sector	1990-91	2000 -01	2005-06	2010-11	2011-12
Udupi	Primary	29.9	30.2	21.76	17.72	17.39
	Secondary	30.8	18.7	23.06	30.2	29.57
	Tertiary	39.3	51.1	55.08	52.08	53.04
	Total	100	100	100	100	100
Karnataka	Primary	34.6	28.3	19.63	16.8	15.4
	Secondary	26.8	24.3	28.67	27.7	27
	Tertiary	38.6	47.4	51.7	55.5	57.6
	Total	100	100	100	100	100

Source: DES, GOK.

[4]Primary sector includes agriculture and allied activities and mining and quarrying. Secondary sector includes manufacturing, construction, electricity, gas and water supply. Tertiary sector includes transport, storage and communications, trade, hotels and restaurants, banking and insurance, real estate, business and legal services, public administration and other services.

Box 2.3: Udupi District: The Cradle and Nursery of Banking

Udupi district provides a fascinating growth of banking institutions rooted in its soil and culture, though it is not a major hub of commercial and industrial activities. Udupi had given birth to ten banking institutions and also nurtured 13 other banks set up in the neighboring Dakshina Kannada district during the last century. It can proudly claim to be the home of two out of 19 nationalized banks in India viz. Corporation Bank, which is 100 years old and syndicate Bank, 75 years old. It also nursed and fostered other two nationalized banks viz. Canara Bank and Vijaya Bank which were born in the neighboring Dakshina Kannada district. Syndicate Bank was historically known for innovative spirit and the pioneer in introducing the Pigmy Deposit Scheme to mobilize micro saving from people of small means and agricultural finance to meet credit needs of farmers. The district has, even today, a unique position in the banking map of the country. It has one of the highest concentrations of bank branches and the highest penetration ratio in terms of banking services provided in the country. There are 29 banks operating in the district with a network of 290 branches: 158 rural, 68 semi-urban and 64 urban. There are 157 ATMs. Against the national average of 12000 per branch population, Udupi district has less than 3500 – one of the lowest in the country. Total deposits and advances of these branches were Rs.10178 crore and Rs. 4966 crore respectively. The Crdit/Deposit ratio was 48.79 percent as against the RBI stipulated level of 60 percent and the state average of 74.57 percent. The district has achieved 100 percent financial inclusion. Syndicate Bank is the Lead Bank for the district.

Source: *Dr. N. K. Thingalaya: The Banking Saga: History of South Kanara Banks, 1999 and District Credit Plan 2011-12, Syndicate Bank.*



Rural Branchless Banking

In industrial sector, the traditional industries like tiles and beedi rolling, which once dominant players in the district economy, are now losing importance due to declining demand.

Policy Document focuses on doubling the agricultural GDP in the next decade by achieving the growth rate of 4.5 percent per annum. Within this policy framework, the challenge for the district agricultural sector is to reverse the negative growth trend and revive the sector to grow at 4 percent per annum. Though the district has potential to achieve the targeted agricultural growth, viewed from the present perspective, agriculture does not appear to provide any promise to achieve the same.

In industrial sector, the traditional industries like tiles and beedi rolling, which once dominant players in the district economy, are now losing importance due to declining demand. The sugar factory in Brahmavar, which with Varahi project expected to trigger development in the district, is non-functional. Some of the chemicals and manufacturing based small and medium scale industries were closed down due to non-availability of raw materials and recessions. Introduction of Konkan Railway was expected to drive developments in downstream industries, but this has not taken place. Despite a long coastal line, and vast potential for tourism, the district has not yet been able to leverage this advantage too. Notwithstanding these, Udupi district has Potential and the cutting edge advantage to trigger industrial development, which is unmatched by other districts of the state such as a long coastal belt, high literacy rate, enterprising people, qualified labor force, good road,

transport and communication network, enabling infrastructure and institutions, wide network of banking institutions and international airport and port facility nearby. Karnataka's New Industrial Policy seeks to achieve a growth rate of 10 to 12 percent per annum over next decade. With the rehabilitation of Brahmavar Sugar factory, promotion of ancillary industries around Suzlon and Nandikoor power projects, cluster development in the industrial estates already established, and promotion of IT software and bio-technological park around Udupi, it is possible to achieve targeted 10 to 12 percent growth in industrial sector in the district.

The district's growth is now led by the service sector. The district has good potential to achieve higher growth in the service sector in the next decade. The main potential and thrust areas are: transport and communication, banking and insurance, real estate, retail trade, health and education services, tourism, infrastructure development and other service based activities. The district has already made good progress in most of these areas, which can be easily exploited for further progress. One area, which has vast potential but not yet exploited is tourism based services.

Bound by lush green mountains of Western Ghats on the east and palm-fringed beaches along the Arabian sea on the west, the district is studded with numerous tourist spots of great scenic beauty in its entire expanse. The coastal land mass offers vivid stretches of beaches, panoramic seashores, endless stretches of sand and surpassing shores of coconut plantations. Malpe, Kaup and Thrasi, Maravanthe beaches are of tourist destination. St. Mary's Island close to Malpe, where Vasco da Gama first landed in India, has unique basalt rock formations and natural beauty. The mid-stretch of green land presents vast expanses of paddy fields, river tributaries, traditional water lifting devices, interspersed with old tiled houses. Backdrop to the whole area is provided by the Western Ghats in the form of beautiful curtains hung from the skies. The Western Ghat mountains offer places worth visiting like the Kudlu Theertha Falls, Barakana Falls, Someshwara Wildlife Sanctuary and Mookambika Wildelife Sanctuary.

Udupi district is known for its temples, beaches and Udupi restaurants. It is also considered the cultural and spiritual capital of Karnataka. The district is also well known for its pilgrim centres and vividity of diverse forums of cultural heritage. The pilgrim places include the famous Krishna temple of Udupi set up by Madhwacharya in the 13th century with eight Muths and Kollur Mukambika temple located at the foothills of Kodachadri hills set up in the eighth century by Adi Shankaracharya. Historical places include Barkur, Udyavar and Karkala, where historical monuments provide unforgettable experience. The district is also famous for its various fairs and festivals and folk dances like Yakshagana - a fabulously

costumed musical dance drama, Boothakolas and Kambla, apart from buffalo race.

The district's perspective vision based on resource endowment, need assessment, potential and constraints for growth in various sectors should aim at achieving faster, inclusive and sustainable 9 to 10 percent annual GDP growth in the next two decades. The rapid growth in the district's economy is critical because not only to expand income and improve well being of people, but also to provide employment opportunities to growing younger generation and thereby arrest migration of young people. The growth has to be also broad based and inclusive in order to spread its benefits widely, particularly to marginalized weaker section. The district's development perspective should be to make the district a developed one in the state: free of poverty, illiteracy, and homelessness, free of regional, social and gender disparities, with modern physical and social enabling infrastructure, conducive atmosphere for people to face all possible challenges and live with dignity and a healthy and sustainable environment.

2.11 An Overview

This chapter has attempted a synoptic review of physio-geographical and socio-economic features together with historical and more recent glimpses of the district's economy to provide a backdrop for the Human Development Report of Udupi district. Udupi district is considered as one of the most progressive districts in the state. It ranks fifth in percapita income, first in health, and second in literacy and education. The factors contributed to this virtuous cycle of development are the earlier rapid progress in service sector particularly in infrastructure, education and health facilities, remittance from migrants, conducive cultural heritage and entrepreneurship of people.

The district is, however, faced with many grey areas and some emerging issues of concerns in economic development of the district. It has the lowest decadal population growth mainly due to quantum increase in out-migration of younger generation resulting acute shortage of labor. The high literacy rate and persistent unemployment led people to seek employment outside the district. Agriculture is the backbone of the rural economy, but it is losing ground because of its non-viability due to high costs and acute labor shortage. Horticulture and dairy have in the recent past emerged as important economic activities in rural areas. However, their sustainability is in problem due to shortage of labor, absence of appropriate technology for harvesting and milking and younger generation no more interested in agriculture. The district is not well developed industrially. Traditional industries such as tiles and beedi rolling are losing ground due to declining demand. Brahmavar sugar factory is non-functional. Medium and small scale industries already set up are faced with numerous problems. The expected

boost to industrial development with commissioning of Konkan Railway and Suzlon and Nandkoor power projects is not yet realized. Economic growth of the district is driven by mainly informal industrial and service sectors.

Considering the geographical potential, the long coastal belt and availability of qualified and talented younger generation, the district provides a challenging potential for diversification of agriculture into high value addition, setting up agro-processing industries, re-energization of medium and small scale industries and promotion of tertiary activities particularly, tourism, IT software, infrastructure development etc. The rehabilitation of Brahmavar Sugar Factory which has both forward and backward linkages would trigger not only agricultural development but also ancillary industries and related service enterprises. There is no dispute in the fact that Udupi district has enormous development potential which needs to be realized at the earliest in the interest of the Karnataka State at large.



BHOTA ARADANE